

**SYSTEM AND METHOD FOR SELECTING CONTENT  
TO BE PRESENTED TO A USER**

Abstract of the Disclosure

A system for receiving and presenting content at a user location includes a profiling agent that creates a user profile based upon a plurality of inputs by a user. The user profile represents preference characteristics of the user. A storage device is coupled to the profiling agent and stores the user profile. A receiver is configured to receive a set of parameters defined for at least one content. The set of parameters originates from a source of contents. A processing module is coupled to the receiver and the storage device and correlates the user profile with the set of parameters to determine whether parameters in the set of parameters match preference characteristics in the user profile. The processing module further generates a match signal when a sufficient number of the parameters match preference characteristics in the user profile. A transmitter is coupled to the processing module and sends the match signal to the source of contents which stores the content defined by the set of parameters for sending to the user location upon receipt of the match signal.